

Please replace the paragraph beginning on page 10, line 3, with the following rewritten paragraph:

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An alternate to the embodiment to Figs. 3 to 4 is now described. That is, the attachment 44 is selectively and removably secured to a relatively planar side 46 of the cooler 40. In its preferred embodiment, the attachment 44 is selectively adhered to a tope surface 42, but alternatively, an attachment could be secured to a side surface 46 as described above. In an acceptable alternative, a plurality of similar attachments 44, bearing either the same of different logos, are secured as described above to any of the top, sides, or ends of the cooler. In this way, a single cooler could display up to five (5) sports logos on its surfaces, excepting the bottom surface to avoid inadvertent wearing of the logo and instability of the cooler form the three-dimensional lower surface or bottom. While the adhesive preferred is as previously described, this multi-surfaced embodiment can also be accomplished by using the "VELCRO" brand hook and loop fasteners discussed later in connection with Fig. 5.

Please replace the paragraph beginning on page 10, line 15, with the following rewritten paragraph:

Fig. 5, having Figs. 5A and 5B, shows a representative embodiment in which a cooler top attachment 44 and top 42 are secured together, but releasably, by "VELCRO" brand hook and loop type securing members 50. Which half of the securing members is on top and which is on the attachment is not significant. In use, by bringing the attachment in proximity to the top, the fasteners mater to securely hold the attachment on to the top of the cooler. Later, to exchange a top 42 for another, the user merely pulls on an edge or corner of the attachment in a well-known

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manner, to release the current attachment from the top of the cooler, leaving the top ready to receive another attachment with a like fastener on its reverse surface.

Please replace the paragraph beginning on page 12, line 3, with the following rewritten paragraph:

The embodiment of Figs 2 to 9 thus show various means for selectively adhesively securing to the cooler, whether at its top or at its sides and ends, including adhesives, "VELCRO" brand hook and loop fasteners, guide rails, elastomeric band members, or magnetic force. Other mechanical means for achieving the desired coaction and cooperation between the attachment and its cooler top are also available for use.

IN THE CLAIMS:

Please cancel claim 1- 44 without prejudice and disclaimer of their underlying subject matter and add new claims 45-62.

45. (new) A method of releasably attaching predetermined indicia to an insulating cooler device comprising the steps of: providing a structural member sized and dimensioned in a manner that is structurally compatible with a body of an insulating cooler and having the predetermined indicia thereon; applying a releasable affixation device to said structural member; and

releasably affixing said structural member to a planar portion of said insulating cooler device using said releasable affixation device, whereupon one predetermined indicia is non-destructively exchanged for another predetermined indicia on said body.